



**KSNV**

## Orders

Order / Rev:	100305
Alt Order #:	06809909
Product Desc:	NRSC 2012
Estimate:	
Flight Dates:	10/10/12 - 10/16/12
Original Date / Rev:	04/13/12 / 09/26/12
Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

**Agency**

**Name:** Nebo Media, Inc.

**Buying Contact:** \_\_\_\_\_

**Billing Contact:** \_\_\_\_\_

1023 31st St. NW

Washington, D.C. 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

**Advertiser**

Name:	National Republican Senatorial Comm
Demographic:	A35+
Product Codes:	PLI2,PLI1
Priority:	SELECT PRIORITY CODE
Revenue Codes:	POLITICAL/AGY, PISSUE, GEN

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:05:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	113	\$84,950.00	\$72,207.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	113	\$84,950.00	\$72,207.50	0.00
<b>Totals</b>	<b>113</b>	<b>\$84,950.00</b>	<b>\$72,207.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

### Order Share

Order Share	Share	Total
KSNV	31%	\$84,950.00
Market	100%	\$274,032.26

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	31%	\$84,950.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$46,585.48
KTUD	1%	\$2,740.32
KVVU	17%	\$46,585.48
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$8,220.97

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/10/12	10/12/12	M-F 6-7a WakeUp w/WagM		6-7a	--WTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
				M-F 6-7a WakeUp w/Wagners											
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/08/12	10/14/12	--WTF--		3		\$700.00		0.00					

Order / Rev: 100305  
 Alt Order #: 06809909  
 Flight Dates: 10/10/12 - 10/16/12

Advertiser: National Republican Senatorial Committe  
 Product Desc: NRSC 2012  
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/10/12	10/12/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$700.00		0.00			
E 2	KSNV	10/15/12	10/16/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$700.00		0.00			
E 3	KSNV	10/15/12	10/16/12	Today Show Today Show	CM	658a-9am	MT-----	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					4	\$900.00		0.00			
E 4	KSNV	10/10/12	10/12/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	6	\$900.00	1	0.00	NM	6	\$5,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					6	\$900.00		0.00			
E 5	KSNV	10/10/12	10/12/12	M-F Today Show II 3rd H@M M-F Today Show II	CM	9-10a	--WTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$425.00		0.00			
E 6	KSNV	10/15/12	10/16/12	M-F Today Show II 3rd H@M M-F Today Show II	CM	9-10a	MT-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$425.00		0.00			
E 7	KSNV	10/15/12	10/16/12	M-F Today Show III 4th H@M Today 4th Hour	CM	10am-11am	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$325.00		0.00			
E 8	KSNV	10/10/12	10/12/12	M-F Today Show III 4th H@M Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$325.00		0.00			
E 9	KSNV	10/10/12	10/12/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WTF--	:30	6	\$325.00	1	0.00	NM	6	\$1,950.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					6	\$325.00		0.00			
E 10	KSNV	10/15/12	10/16/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT-----	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					4	\$325.00		0.00			
E 11	KSNV	10/15/12	10/16/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$425.00		0.00			
E 12	KSNV	10/10/12	10/12/12	Noon News Noon News	CM	12-1230pm	--WTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$425.00		0.00			
E 13	KSNV	10/10/12	10/12/12		CM	1230-1p	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00

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Advertiser: National Republican Senatorial Committ  
 Product Desc: NRSC 2012  
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
The Agenda 1230pm															
The Agenda 1230pm															
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$325.00		0.00			
E 14	KSNV	10/15/12	10/16/12	The Agenda 1230pm	CM	1230-1p	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
The Agenda 1230pm															
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$325.00		0.00			
E 15	KSNV	10/15/12	10/16/12	The Doctors	CM	2pm-3pm	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
The Doctors															
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$325.00		0.00			
E 16	KSNV	10/10/12	10/12/12	The Doctors	CM	2pm-3pm	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
The Doctors															
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$325.00		0.00			
E 17	KSNV	10/10/12	10/12/12	Dr. Phil	CM	3-4p	--WTF--	:30	6	\$450.00	1	0.00	NM	6	\$2,700.00
Dr Phil															
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					6	\$450.00		0.00			
E 18	KSNV	10/15/12	10/16/12	Dr. Phil	CM	3-4p	MT-----	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
Dr Phil															
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					4	\$450.00		0.00			
E 19	KSNV	10/15/12	10/16/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT-----	:30	2	\$700.00	2	0.00	NM	2	\$1,400.00
4PM NEWS (1 hour)															
(4:00 PM-4:30 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$700.00		0.00			
E 20	KSNV	10/10/12	10/12/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	--WTF--	:30	3	\$700.00	2	0.00	NM	3	\$2,100.00
4PM NEWS (1 hour)															
(4:00 PM-4:30 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$700.00		0.00			
E 21	KSNV	10/10/12	10/12/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	--WTF--	:30	3	\$700.00	2	0.00	NM	3	\$2,100.00
4PM NEWS (1 hour)															
(4:30 PM-5:00 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$700.00		0.00			
E 22	KSNV	10/15/12	10/16/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT-----	:30	2	\$700.00	2	0.00	NM	2	\$1,400.00
4PM NEWS (1 hour)															
(4:30 PM-5:00 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$700.00		0.00			
E 23	KSNV	10/15/12	10/16/12	M-F Early News	CM	5-630p	MT-----	:30	2	\$1,100.00	2	0.00	NM	2	\$2,200.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$1,100.00		0.00			
E 24	KSNV	10/10/12	10/12/12	M-F Early News	CM	5-630p	--WTF--	:30	3	\$1,100.00	2	0.00	NM	3	\$3,300.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$1,100.00		0.00			
E 25	KSNV	10/10/12	10/12/12		CM	657-730p	--W-F--	:30	3	\$1,200.00	2	0.00	NM	3	\$3,600.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Jeopardy											
				M-F Jeopardy											
				JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/08/12	10/14/12	--W-F--		3		\$1,200.00	0.00						
E 26	KSNV	10/15/12	10/16/12	M-F Jeopardy	CM	657-730p	MT-----	:30	2	\$1,200.00	2	0.00	NM	2	\$2,400.00
				M-F Jeopardy											
				JEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----		2		\$1,200.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KSNV	10/15/12-10/21/12		M-F Jeopardy		657-730p	MT-----	:30		<del>(\$1,200.00)</del>	0.00	NM			
				See MG 26.3											
				[PGM CHG = JEOP OR WHEEL IN PRIME]											
3	KSNV	10/16/12-10/16/12		Jeopardy in PRIME		M-SA 8-11p / SU	-T-----	:30		\$1,200.00	0.00	NM			
				Ⓜ MG for 26.1 10/16											
				[inv code]											
E 27	KSNV	10/15/12	10/16/12	M-F Wheel	CM	730-758pm	MT-----	:30	2	\$1,200.00	2	0.00	NM	2	\$2,400.00
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----		2		\$1,200.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KSNV	10/15/12-10/21/12		M-F Wheel		730-758pm	MT-----	:30		<del>(\$1,200.00)</del>	0.00	NM			
				See MG 27.3											
				[PGM CHG = JEOP OR WHEEL IN PRIME]											
3	KSNV	10/16/12-10/16/12		Wheel of Fortune in PRIME		M-SA 8-11p / SU	-T-----	:30		\$1,200.00	0.00	NM			
				Ⓜ MG for 27.1 10/16											
				[inv code]											
E 28	KSNV	10/10/12	10/12/12	M-F Wheel	CM	730-758pm	--W-F--	:30	3	\$1,200.00	2	0.00	NM	3	\$3,600.00
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/08/12	10/14/12	--W-F--		3		\$1,200.00	0.00						
E 29	KSNV	10/10/12	10/12/12	M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	3	\$1,100.00	2	0.00	NM	3	\$3,300.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--		3		\$1,100.00	0.00						
E 30	KSNV	10/15/12	10/16/12	M-F News 3 at Eleven	CM	11pm-1135pm	MT-----	:30	2	\$1,100.00	2	0.00	NM	2	\$2,200.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----		2		\$1,100.00	0.00						
E 31	KSNV	10/15/12	10/16/12	The Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
				Tonight Show											
				TON SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----		2		\$450.00	0.00						
E 32	KSNV	10/10/12	10/12/12	The Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
				Tonight Show											
				TON SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--		3		\$450.00	0.00						
E 33	KSNV	10/16/12	10/16/12	Tues PR 8-10p	CM	8-10pm	-T-----	:30	1	\$3,600.00	1	0.00	NM	1	\$3,600.00
				Tuesday Prime 8-10pm											
				LOSER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----		1		\$3,600.00	0.00						
E 34	KSNV	10/10/12	10/10/12	Wed PR 10-11p	CM	10-11pm	--W-----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
				Wednesday Prime 10-11pm											



Order / Rev: 100305  
 Alt Order #: 06809909  
 Flight Dates: 10/10/12 - 10/16/12

Advertiser: National Republican Senatorial Committ  
 Product Desc: NRSC 2012  
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 47	KSNV	10/14/12	10/14/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/14/12	-----S			1			\$500.00	0.00					
E 48	KSNV	10/14/12	10/14/12	Chris Matthews 9:30AM SM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
CM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/14/12	-----S			1			\$500.00	0.00					
E 49	KSNV	10/14/12	10/14/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$6,500.00	3	0.00	NM	1	\$6,500.00
SNF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/14/12	-----S			1			\$6,500.00	0.00					
E 50	KSNV	10/14/12	10/14/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,000.00	2	0.00	NM	1	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/14/12	-----S			1			\$1,000.00	0.00					
													Totals	113	\$84,950.00